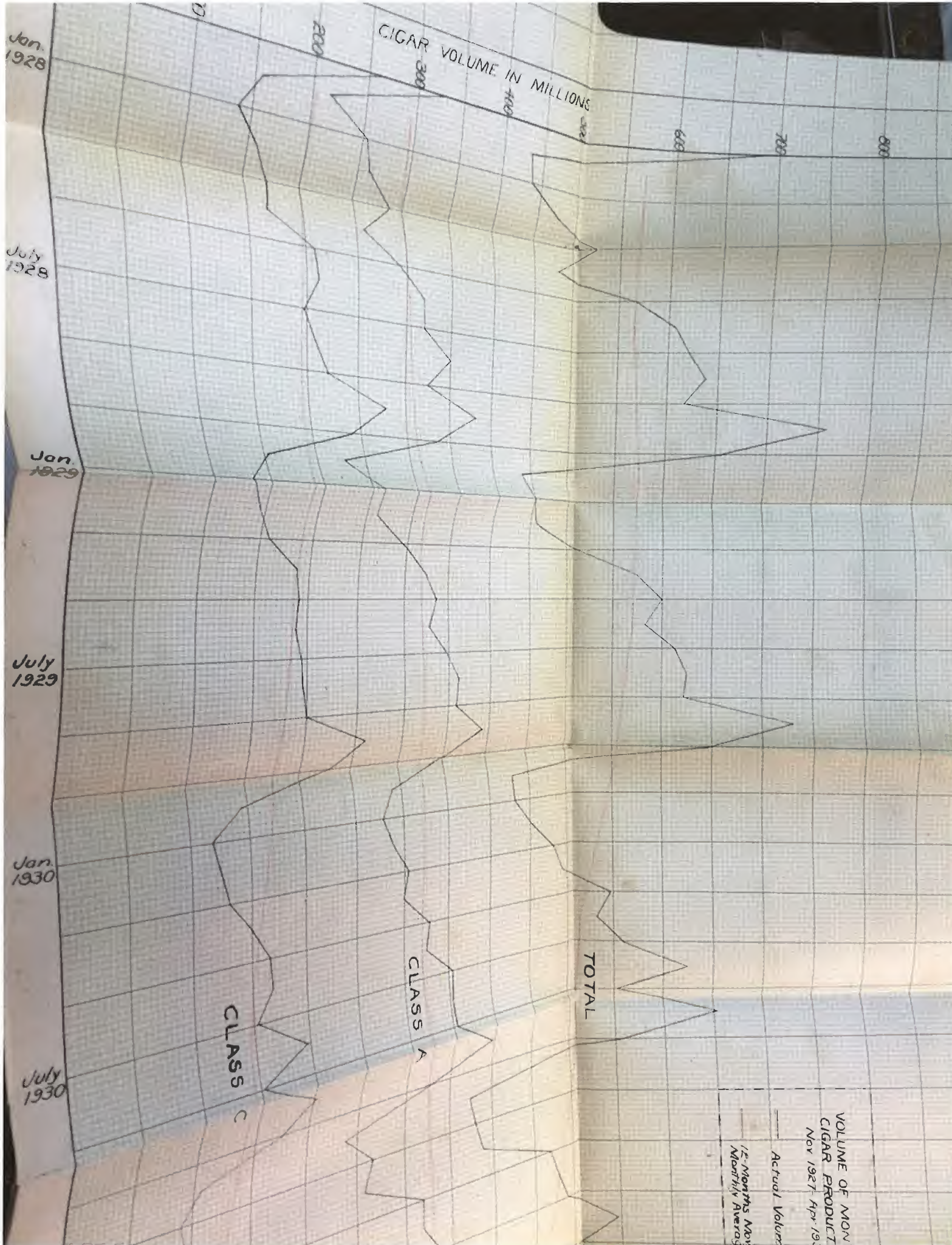


APPENDICES



VOLUME OF MONTHLY
CIGAR PRODUCTION
Nov 1927-Apr 1931

— Actual Volume
— 12-Months Moving
Monthly Average

VOLUME OF MONTHLY
CIGAR PRODUCTION
Nov 1927-Apr 1932

— Actual Volume
— 12-Month Moving
Monthly Average

TOTAL

CLASS A

CLASS C

Jan
1930

July
1930

Jan
1931

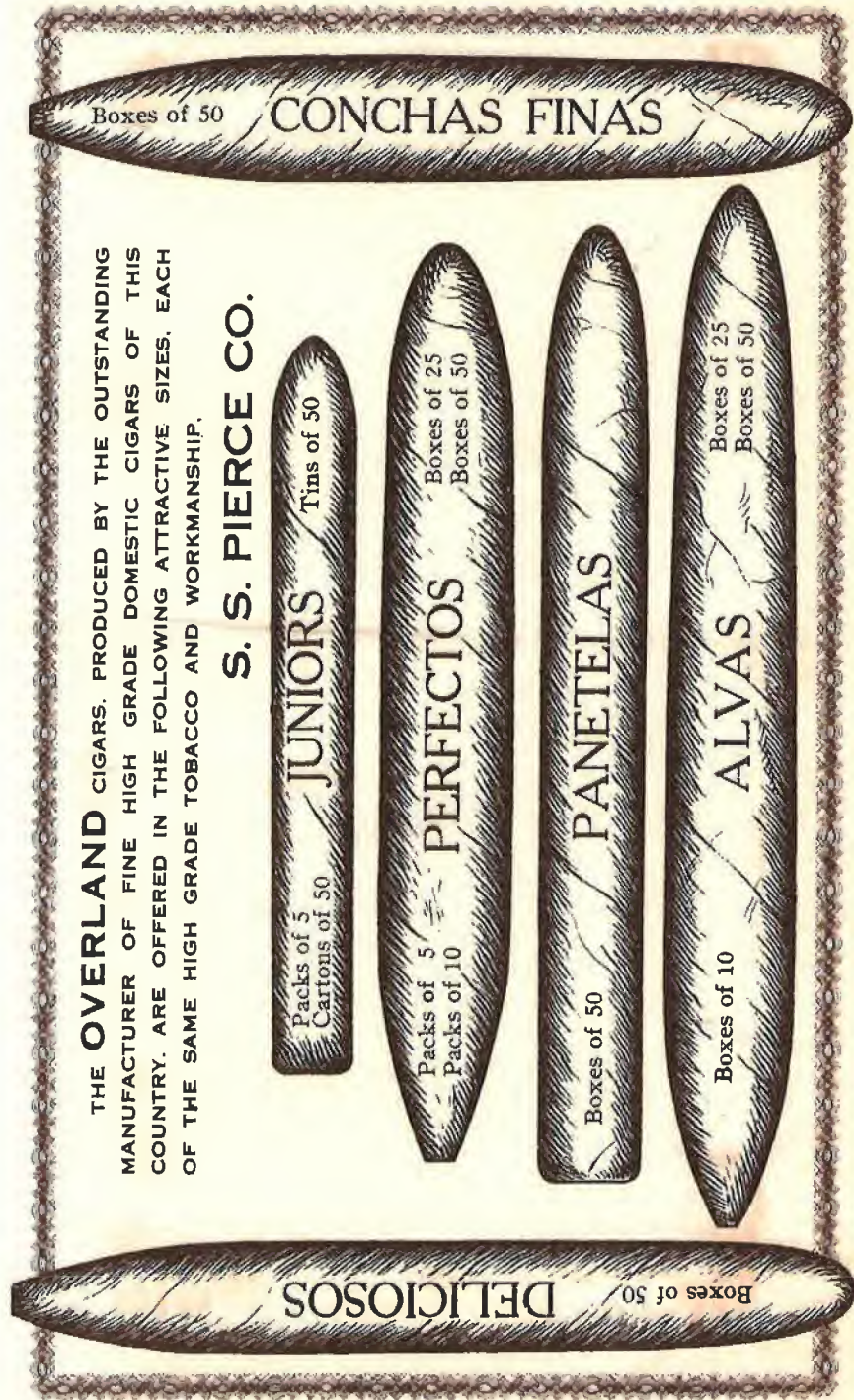
July
1931

Jan
1932

July
1932

APPENDIX B

Shape Flyleaf



THE **OVERLAND** CIGARS, PRODUCED BY THE OUTSTANDING MANUFACTURER OF FINE HIGH GRADE DOMESTIC CIGARS OF THIS COUNTRY, ARE OFFERED IN THE FOLLOWING ATTRACTIVE SIZES, EACH OF THE SAME HIGH GRADE TOBACCO AND WORKMANSHIP.

S. S. PIERCE CO.





APPENDIX B



APPENDIX B

An Attractive Undercover

It's Ripe Tobacco!

5¢

UNDER RIPE **RIPE** **OVER RIPE**

REPE LONG **Domestic** **Filler**

THE BAYUK TOBACCO COMPANY

Imported Sumatra Wrapper

NOTICE

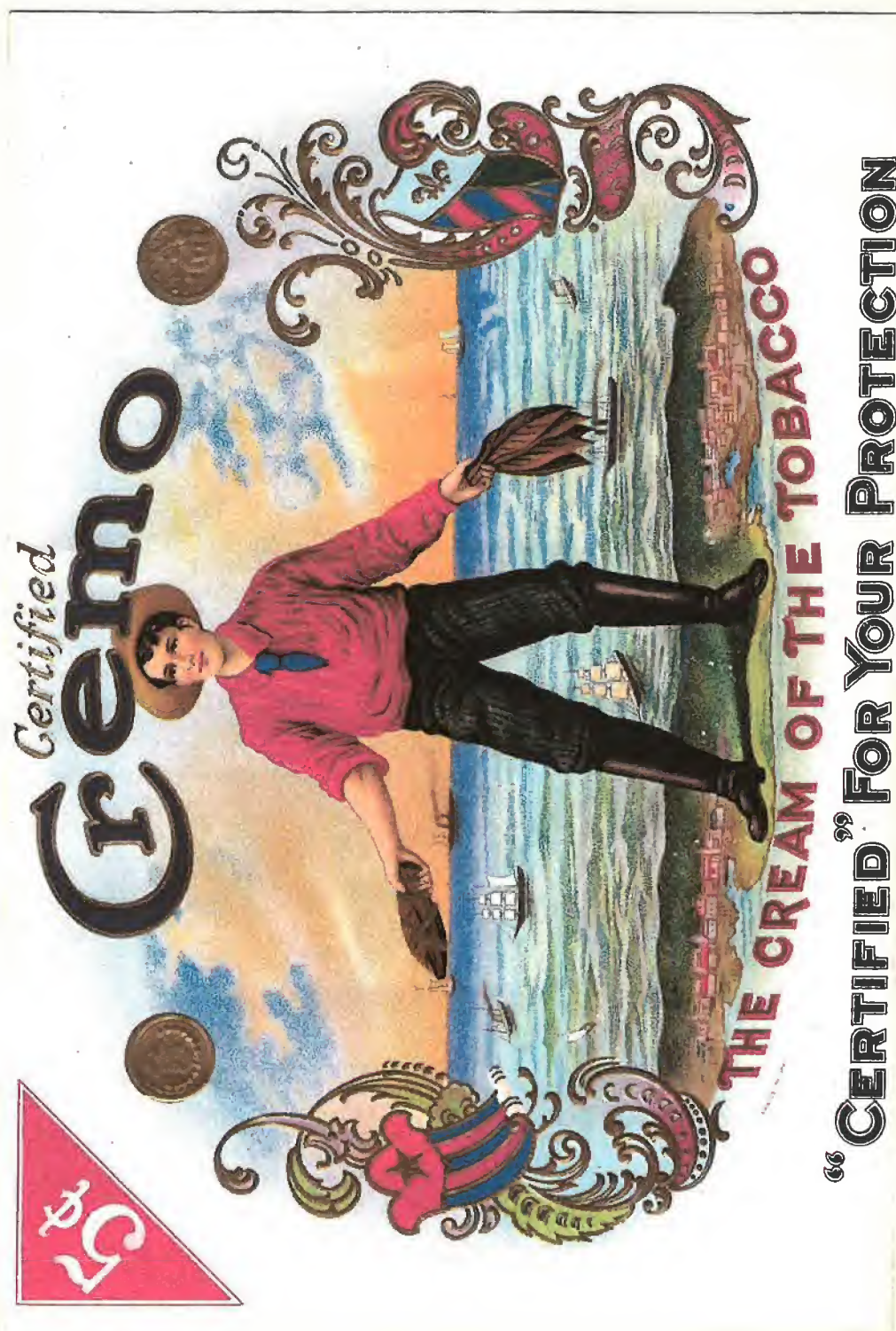
THESE CIGARS ARE MADE
IN THE UNITED STATES
ENTIRELY AND ONLY OF RIPE
DOMESTIC TOBACCO
WITH AN IMPORTED
SUMATRA WRAPPER.
BAYUK CIGARS INC.

THE BAYUK TOBACCO PLANT ON THE LABEL IS YOUR GUARANTEE
OF A **Ripe Tobacco** CIGAR. ~ **BAYUK CIGARS INC.**

REG. U.S. PAT. OFF. BAYUK CIGARS INC. BAYUK CIGARS INC.

APPENDIX B

An Unattractive Undercover



APPENDIX B

UNDER RIPE *filler*
 RIPE
 OVER RIPE *flat*
 © R.C. INC. 1924

BAYUK
PHILADELPHIA
CIGAR

~It's Ripe Tobacco!

LONGFELLO — PERFECTO — AFTER DINNER

“Short and Sweet”

**J.A. PONY
SIZE**



Pack of Five 25¢

Allen and Fisher, Inc.

SINCE 1863

The Best for the Money Every Time

APPENDIX B

Small Poster

Back To The Price Your Grandfather Paid

Since
1863

J A NOW **10¢**

~~For 25¢~~ **LONDRES**

Nothing changed but the price

IT'S A
GREAT
CIGAR

ALLES &
FISHER
INC.

APPENDIX C

STATISTICAL REFERENCE DATA FOR METROPOLITAN BOSTON

Population (1930).....	2,307,897
Area.....	1021 sq. miles
Families (1930).....	551,919
Income Tax Returns.....	145,440
Bank Deposits.....	\$2,519,817,000
Total Stores.....	27,041
Total Net Sales.....	\$1,237,702,346
Per Cent of New England Retail Food Sales.....	31.4%
Magazine Circulation (For cigar advertising)	
Saturday Evening Post.....	77,049
Country Gentleman.....	9,395
Colliers'.....	40,049
Outdoor Display Posters.....	344
Newspaper circulation	
Daily.....	1,508,000
Sunday.....	1,235,000
First Rate Radio Stations.....	3

* - - - - -

FOR BOSTON, CITY

Eating places	852
Sales.....	\$44,124,177
One per cent cigar sales(appros).....	440,000
Cigar stores and stands.....	214
Sales.....	\$6,576,935
Twenty per cent cigar sales.....	\$1,300,000
Per cent of sales of	
185 independents.....	57.3
4 chain stores (small).....	7.5
35 chain stores (national).....	35.2

Drug Stores.....420
Sales.....\$16,839,668
Three per cent cigar sales
(approximate).....\$500,000
Per cent of sales of
332 independents.....59.6
48 chain independents.....10.3
14 local chain stores.....4.7
28 national chain stores.....85.4

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